

SoCal EV101

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Chevrolet's Electric Volt

Alex Keros

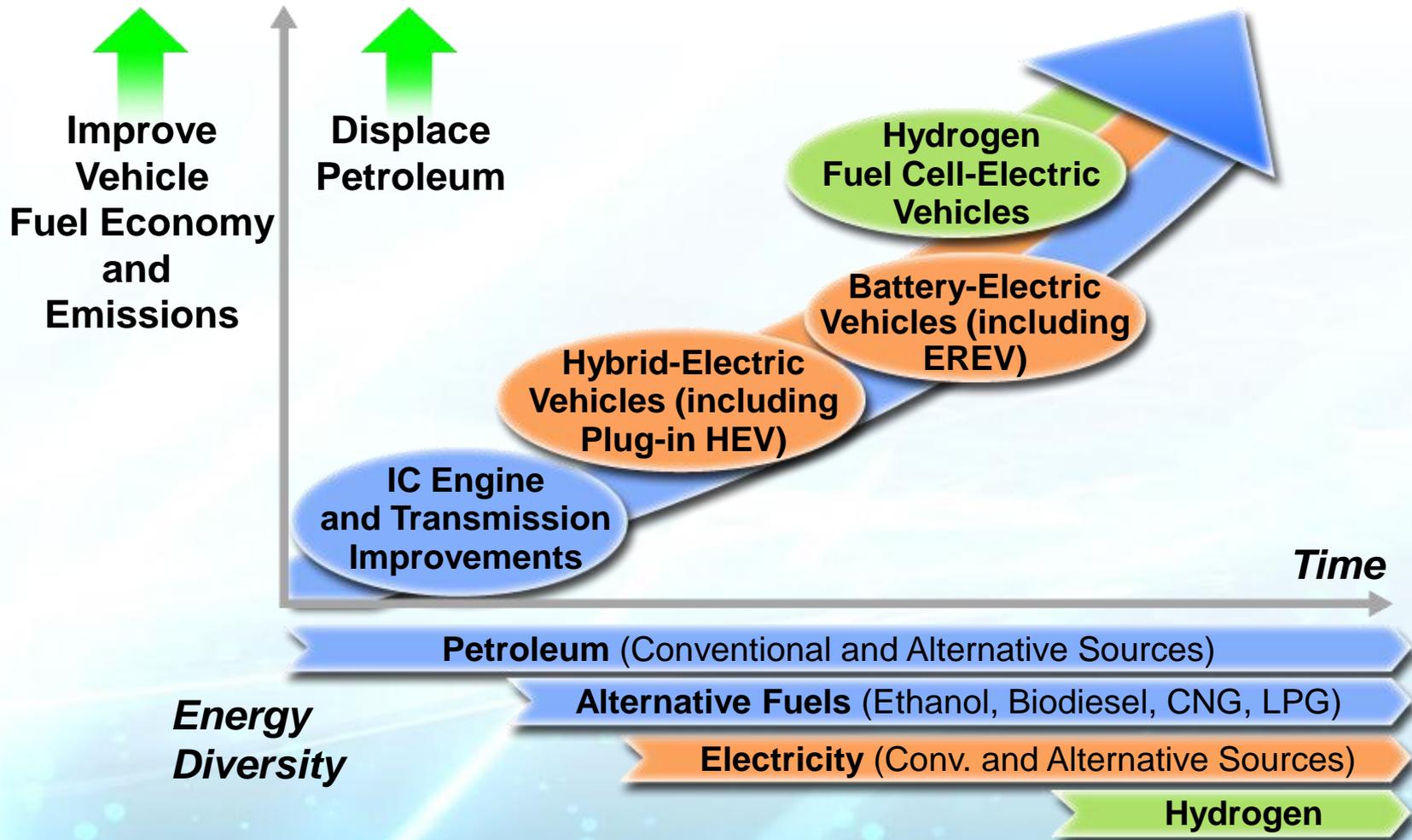
Infrastructure Commercialization



VOLT



GM Advanced Propulsion Technology Strategy





Up to **40** miles **BATTERY** Electric Drive
(expected range of 25-50 miles)

+

HUNDREDS of miles **EXTENDED RANGE**
Driving on Gasoline
(also E85 capable mid 2011)

2011 MY Purchase Price: \$33,500

includes \$7,500 federal tax credit

Lease Price: \$350 per month

Available in California, New York,
Michigan, Connecticut, Texas,
New Jersey, and Washington, D.C.

Nationwide availability by end of 2011 CY



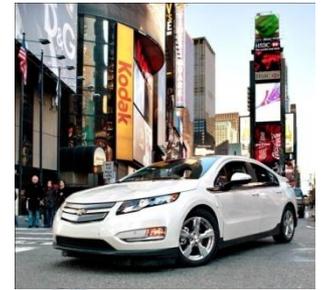
Production Capacity- MY2011: 10,000; MY2012: 45,000





CHEVROLET VOLT

VOLT UNPLUGGED



12 Cities

6,300 Participants

Participating Volt Dealers

Participating Volt Dealers are identified for the launch regions

- Chevrolet Volt dealers are completing comprehensive sales and service training and installing at least two 240V charging stations
- Most Chevrolet dealers will be certified as Volt dealers

To find a list of all Chevrolet dealers in your area

- Chevrolet.com → “locate a dealer” → enter “zip code” + “25 mi” radius
- *To identify Participating Volt Dealers*, look for the Volt Designator next to the store

Register to be kept informed of important information on the Volt

- Chevrolet.com/volt → “keep me updated” → enter “email” + “zip code”
- You’ll be notified by email of important Volt announcements and information

The first call you get from a new Volt owner or prospective buyer could very likely be this Fall - outside the local dealer process.

Dealership Immersion Training

- Volt Dealer Immersion

- Heavy content (technology, service, sales training, safety, etc...)
- On agenda:
 - Role of Utilities
 - Grid and Community readiness
 - Specific Utility Programs and Rates
 - Brochures and Experts available

October

San Francisco / Sacramento Region
Los Angeles / San Diego Region
Texas / Austin

November

Washington DC Region
New York / New York City

35+ Sessions
150+ Dealers Represented
1,500 Attendees



Volt and First Responder Training

- **GM National Safety Training program kicked off in Chicago**
 - Launch market training plan rolling out – incl. SF, LA, MI, TX, NYC, WDC
- **GM First Responder Website**
 - <https://www.gmstc.com/FirstResponder.aspx>
- **OnStar Public Safety microsite**
 - <http://www.onstar.com/web/portal/publicsafety>
- **GM and NFPA partnership for training/education (part of DOE grant)**
 - NFPA to launch website www.evsafetytraining.org (soon)
 - Will include web based reference/training materials (much co-developed with GM)

First Responder training started in partnership with NFPA – many self-explanatory training materials will be available online.



Charging and Infrastructure



Volt Customer Support for Home Charging Installation

Volt Customer Advisors

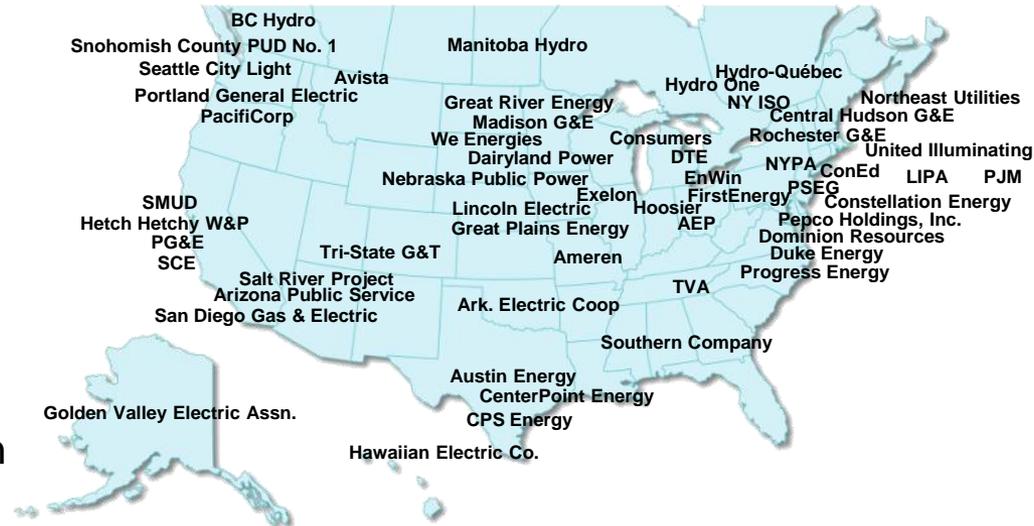
Many consumer-facing responsibilities

SPX - Home Infrastructure Installations

- GM Dealers will recommend Volt buyers contact SPX
- SPX will have national overview of all Volt home installations
- SPX will integrate utility programs (large potential variation)
- SPX will offer GM charging hardware and approved 3rd-party units

SPX to incorporate 4,400 Coulomb and ECOtality home chargers (DOE Awards)

- Applies to specific geographies
- Charger H/W costs are covered, installation cost reimbursement is location specific



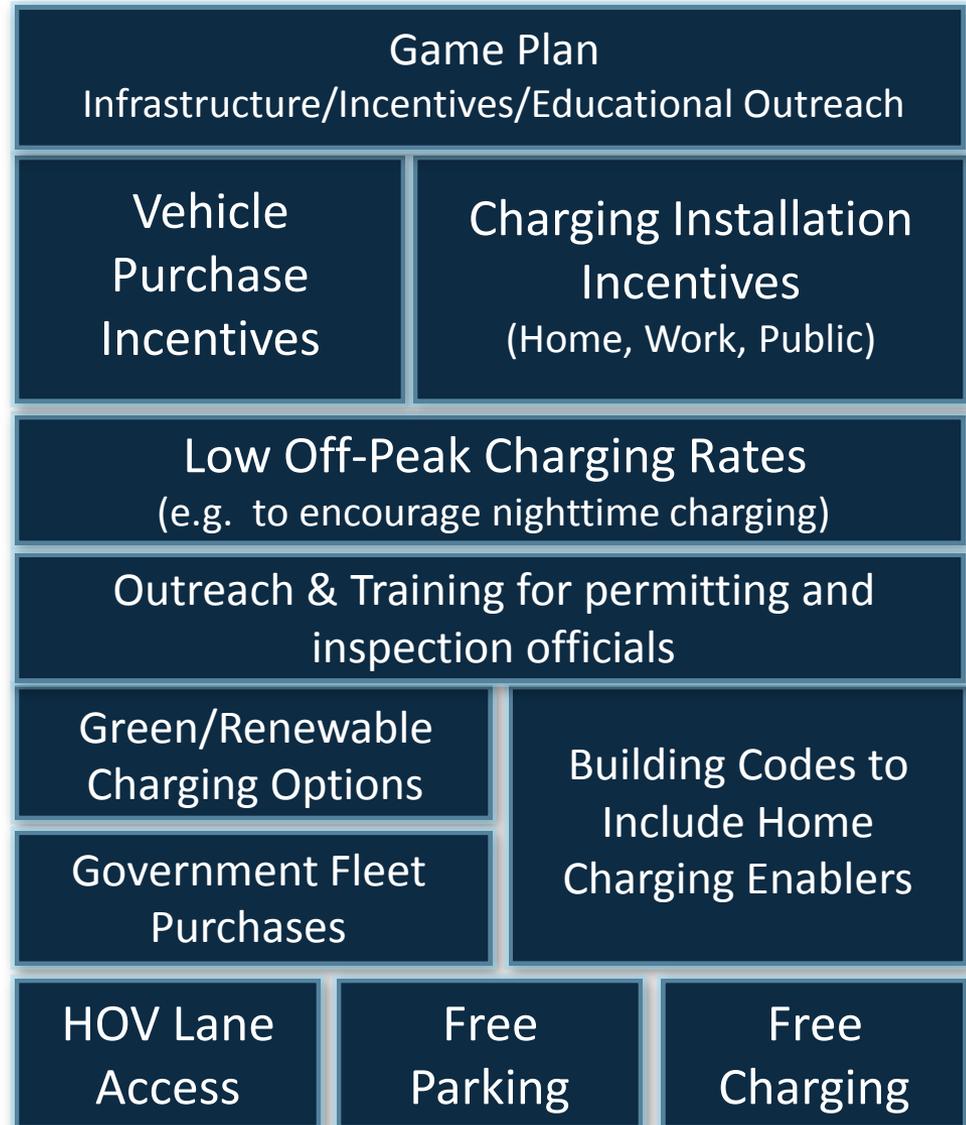
Ensure consistent positive consumer experience nationwide

Plug-in Ready Communities

Required Stakeholders

- Dedicated project leader →
- State, city, county
- Clean Cities Orgs/AQMD
- DOT
- Utilities (municipal & regional)
- Regulators/public utility commissions
- Permitting and code officials
- Local employers
- Local universities

Desired Enablers





VOLT